

## COURSE DETAIL

### E-BUSINESS IN CHINA

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Shanghai Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

108

**UCEAP Course Suffix**

S

**UCEAP Official Title**

E-BUSINESS IN CHINA

**UCEAP Transcript Title**

E-BUSINESS IN CHINA

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

### **Course Description**

This course introduces the development situation, distinctive characteristics, and application status of e-business in China, to have a good command of e-Business fundamental knowledge, as well as to promote international exchanges and cultural communication. The course contents mainly include the following three parts: development and status of e-business in China; basic knowledge of e-business and case study; design of cross-border e-business solutions. Through the analysis of both China's domestic cases and cross-border e-business cases, this course explores the key points of e-business customer analysis and business model design under different cultural backgrounds.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MANA170008

### **Host Institution Course Title**

E-BUSINESS IN CHINA

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

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